



The Fell Runners Association

Job Description: Communications Officer

Role	Communications Officer
Main purposes of the role	<ol style="list-style-type: none"> 1. Represent the FRA committee in determining communication policy and by acting as the focal point for external communications.
Key tasks	<ol style="list-style-type: none"> 1. Develop and implement effective communication activities on behalf of the FRA. 2. Ensure consistency in terms of voice, branding and frequency of posting via media channels. 3. Manage all media enquiries (with consideration of the FRA media policy). 4. Monitoring and responding to feedback from the media and public regarding the FRA on traditional and digital channels. 5. Monitor and administer all the FRA social media channels. 6. Developing and sharing communications with the FRA Club Ambassador network. 7. Developing communication policy (such as stakeholder engagement and social media strategies).
Required skills and facilities	<ol style="list-style-type: none"> 1. Wide breadth of knowledge of multi-channel communications. 2. Very good communication skills. 3. Good understanding of various media platforms. 4. Excellent knowledge of the English language.
Required liaison	<ol style="list-style-type: none"> 1. External media bodies (as required by approach). 2. FRA Club Ambassadors. 3. FRA committee members. 4. FRA Chairman and Secretary.